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5 This invention is a business system and method to perform categorization (classification) of multimedia items and to make business decisions based on the categorization of the item. The multimedia items are comprised of a multitude of disparate information sources, in particular, visual information and textual information. Classifiers are induced based on combining textual and visual feature vectors. Textual features are the traditional ones. Visual features include, but  
10 are not limited to, color properties of key intervals and motion properties of key intervals. The visual feature vectors are determined in such a fashion that the vectors are sparse. The text and the visual representation vectors are combined in a systematic and coherent fashion. This vector representation of a media item lends itself to well-established learning techniques and can be used for multimedia item categorization. The resulting business system, subject of this invention,  
15 can be used for many purposes. An example here are enforcement of copyright, trademark, intellectual property, parental guidance and common decency restrictions. Other uses are multimedia item classifier to determine routing of incoming items or building user profiles based on user multimedia preferences.